

## CLAIMS

1           1.     A computer network system for implementing digital commerce  
2 comprising:

3                 a client portion comprising online purchasing code for selecting  
4 electronic data to be licensed and transmitted online and comprising a plurality of  
5 components that are provided by a supplier server computer system, wherein the  
6 components are downloaded via the online purchasing code to a client computer  
7 system in response to the selection of electronic data to be licensed, the components  
8 including the selected electronic data with at least a portion of the data being  
9 encrypted; and

10                a licensing and purchasing server portion that provides an electronic  
11 licensing certificate in response to a request from a downloaded component to license  
12 the selected electronic data, wherein, when the selected electronic data is processed on  
13 the client computer system, it is decrypted only upon determination of existence of the  
14 electronic licensing certificate generated by the licensing and purchasing server.

1           2.     The system of claim 1 wherein the plurality of components  
2 includes encrypted digital content, a corresponding encrypted security information file  
3 that provides licensing and decryption data, and a licensing code module that requests  
4 licensing from the licensing and purchasing server portion when the encrypted digital  
5 content is processed.

1           3.     The system of claim 1 wherein the electronic licensing certificate  
2 is encrypted by the licensing and purchasing server portion and decrypted when the  
3 downloaded selected electronic data is processed.

1           4.     The system of claim 3 wherein the licensing and purchasing  
2 server portion includes separate code modules for generating licenses and for

3 receiving requests from the client portion, wherein the license generating code module  
4 is replaced to incorporate a new licensing model.

1 5. The system of claim 4 wherein the new licensing model includes  
2 a new encryption technique.

1 6. The system of claim 1 wherein the licensing and purchasing  
2 server portion includes separate code modules for generating licenses and for payment  
3 processing, wherein the payment processing code module is replaced to incorporate a  
4 new payment processing module.

1 7. The system of claim 1 wherein the online purchasing code allows  
2 selecting merchandise that is not to be transmitted online and wherein the licensing  
3 and purchasing server portion differentiates between selected electronic data to be  
4 downloaded and selected merchandise that is not to be transmitted online and  
5 transmits an order for physical shipment of selected merchandise that is not be  
6 transmitted online.

1 8. The system of claim 1 wherein a plurality of electronic data  
2 selections can be licensed in response to a single licensing request sent to the licensing  
3 and purchasing server portion.

1 9. The system of claim 1 wherein the components downloaded from  
2 the supplier server computer system are downloaded in a background task.

1 10. A method in a computer system for facilitating digital commerce  
2 over a network, the method comprising:  
3 selecting an item of electronic data;  
4 indicating a purchasing option for the selected item;

5           receiving and storing a plurality of components that are associated with  
6 the selected item, the components including a content file that contains content for the  
7 selected item, the content file not able to be processed until the selected item is  
8 licensed in accordance with the purchasing option; and

9           initiating processing of the content file, such that licensing code is  
10 executed before the content is processed, the licensing code causing the selected item  
11 to be licensed in accordance with the purchasing option so that the content file can be  
12 processed.

1           11. The method of claim 10 wherein the selected item is licensed by a  
2 licensing and purchasing server.

1           12. The method of claim 10, further comprising:  
2 receiving an electronic license certificate that indicates that the selected  
3 item is licensed; and  
4 continuing processing of the content file.

1           13. The method of claim 12 wherein a portion of the received content  
2 file is encrypted, and wherein the continuing processing of the content file after  
3 receiving the electronic license certificate causes the encrypted portion to be decrypted  
4 such that the content file can be processed.

1           14. The method of claim 10 wherein a portion of the received content  
2 file is encrypted and further comprising:  
3 determining that the selected item has been licensed in accordance with  
4 the purchasing option; and  
5 decrypting the encrypted portion so that the content file can be  
6 processed.

1                   15. The method of claim 10 wherein one of the received components  
2 is a user interface library that is used to indicate the purchasing option for the selected  
3 item.

1                   16. The method of claim 10 wherein the purchasing options include a  
2 trial use of the selected item.

1                   17. The method of claim 10 wherein the purchasing options include  
2 trial use, purchase, and rental of the selected item.

1                   18. The method of claim 10 wherein the receiving and storing of the  
2 components is interrupted and further comprising resuming receiving and storing the  
3 components without again receiving any components already successfully received  
4 and stored.

1                   19. A method in a computer system for facilitating electronic  
2 commerce over a network, the method comprising:

3                   receiving a request from a purchasing application for a license for an  
4 indicated item, the request indicating a purchasing option;

5                   generating an electronic license certificate in accordance with the  
6 purchasing option, the electronic license certificate indicating the parameters of the  
7 license; and

8                   sending the generated electronic license certificate to the purchasing  
9 application.

1                   20. The method of claim 19 wherein the generated electronic license  
2 certificate is encrypted.

1           21. The method of claim 19 wherein the generating of the electronic  
2 license certificate is performed by a separate code module.

1           22. The method of claim 19 wherein the generating of the electronic  
2 license certificate is performed using a data repository having tables that define the  
3 license parameters to be used for the indicated item in accordance with the indicated  
4 purchasing option.

1           23. The method of claim 19, further comprising requesting  
2 authorization from a payment processing system when the indicated purchasing option  
3 is a purchase.

1           24. A method in a networked computer system for performing digital  
2 commerce, the method comprising:  
3           under control of a virtual store,  
4               selecting an item of electronic data to be licensed;  
5               indicating a purchasing option for the selected item;  
6               sending a request to download a plurality of components, at least  
7 a portion of the plurality of components being used to operate the selected item, the  
8 components including a content component and a licensing component;  
9               upon completion of downloading the plurality of components,  
10 invoking the downloaded licensing component to generate a license in accordance  
11 with the indicated purchasing option; and  
12               upon receiving a generated license, processing the content  
13 component so that the selected item is operable;  
14           under control of a supplier server system,  
15               receiving the request to download the plurality of components:  
16 and  
17               sending the requested components to the virtual store:

18                   under control of the licensing component,  
19                   sending a request to a licensing and purchasing server to generate  
20 the license; and  
21                   under control of the licensing and purchasing server,  
22                   receiving the request to generate the license;  
23                   generating the license in accordance with the indicated  
24 purchasing options; and  
25                   sending the generated license to the virtual store.

1                   25. The method of claim 24 wherein communications with the  
2 licensing and purchasing server are implemented using a public key/private key  
3 cryptographic algorithm.

1                   26. The method of claim 24 wherein a portion of the downloaded  
2 content component is encrypted, and further comprising decrypting the encrypted  
3 portion only after receiving the generated license so that the selected item is not  
4 operable until the license has been generated in accordance with the indicated  
5 purchasing option.

1                   27. The method of claim 24 wherein the indicated purchasing option  
2 is chosen from at least the set of trial use and purchase.

1                   28. The method of claim 24 wherein the components are downloaded  
2 as a background task.